What is claimed is:

[Claim 1] A method of identifying an individual piece of media content substantially contemporaneously with the broadcast of the content comprising the steps of: establishing a media broadcast database whereby media content is identified by an automated software process as media content is broadcast from a plurality of different broadcast channels; receiving a request for the individual piece of media content substantially contemporaneous with its broadcast, the request comprising a channel field and a requestor identity field; generating a timestamp value associated with the time the request was received; querying the broadcast database using the channel field and the timestamp value to identify the content; and returning the query results to a destination associated with the requestor identity field.

[Claim 2] The method of claim 1 further comprising the steps of establishing a predetermined software latency value representative of the lag time required to identify media content from its initial broadcast; and queuing requests according to the software latency value prior to querying the broadcast database whereby requests remain pending until the automated software process has identified the individual piece of media content according to the query.

[Claim 3] The method of claim 1 further comprising the steps of queuing requests for media content that has not yet been identified by the automated software process; establishing a request queue query adapted to search pending queued requests that have timestamp values subsequent to an identification of media content for the associated station field; and executing the request queue query responsive to the identification of media content whereby the query results are returned as soon as the individual piece of media content is identified by the automated software process.

[Claim 4] The method of claim 1 wherein the media content is selected from the group consisting of audio and video content.

[Claim 5] The method of claim 4 wherein the audio comprises music broadcast on a medium selected from the group consisting of terrestrial radio, satellite radio, satellite television and cable television.

[Claim 6] The method of claim 4 wherein the video comprises music videos broadcast on a medium selected from the group consisting of satellite television and cable television.

[Claim 7] The method of claim 4 wherein the audio comprises content selected from the group consisting of music, comedy, news, documentaries, commercials and call-in shows.

[Claim 8] The method of claim 4 wherein the video is selected from a group consisting of movies, documentaries, sitcoms, reality television, commercials, and news broadcasts.

[Claim 9] The method of claim 1 wherein the query results include purchase information for secure a digital reproduction of the individual piece of media content.

[Claim 10] The method of claim 1 wherein the query results include a digital reproduction of the individual piece of media content.

[Claim 11] The method of claim 1 wherein the query results trigger an event on a client-side computing device to automatically obtain the individual piece of media content.

[Claim 12] The method of claim 1 further comprising the steps of: categorizing individual pieces of media content according to a content profile; establishing an advertising presentation associated with the content profile; and including the advertising presentation with the query results according to the content profile of the individual piece of media content identified.

[Claim 13] The method of claim 1 further comprising the steps of: categorizing broadcast channels according to a format profile; establishing an advertising presentation associated with the format profile; and including the advertising presentation with the query results according to the format profile of the individual piece of media content identified.

[Claim 14] The method of claim 1 further comprising the steps of: obtaining demographic information on a requestor associated with the requestor identity field; categorizing a plurality of advertising presentations according to demographic information; selecting an advertising presentation according to the demographic information of the requestor; and including the advertising presentation with the query results according to the requestor identity field associated with the requestor.

[Claim 15] The method of claim 1 wherein the destination is selected from the group consisting of an SMTP address, an SMS address, a software-accessible store, a compact disc processing entity, a cellular device, a portable digital music player, a land-line telephone, a fax machine, and a set-top cable device.

[Claim 16] A method of identifying a music recording substantially contemporaneously with the broadcast of the music recording comprising

the steps of: establishing a music recording broadcast database whereby music recordings are identified by an automated software process as music recordings are broadcast from a plurality of different stations; receiving a request for the music recording substantially contemporaneous with its broadcast, the request comprising a station field and a requestor identity field; generating a timestamp value associated with the time the request was received; querying the music recording broadcast database using the channel field and the timestamp value to identify the music recording; and returning the query results to a destination associated with the requestor identity field.

[Claim 17] The method of claim 16 wherein the request is received through a telephone line connection.

[Claim 18] The method of claim 17 wherein CID data transmitted with the telephone line connection establishes the requestor identity field.

[Claim 19] The method of claim 17 further comprising the steps of establishing a unique telephone number for each station in the plurality of different stations and capturing DNIS data transmitted with the telephone line connection to establish the station field.

[Claim 20] The method of claim 17 further comprising the steps of generating a voice prompt to accept DTMF input on the telephone line connection to establish the requestor identity field.

[Claim 21] The method of claim 17 further comprising the steps of generating a voice prompt to accept DTMF input on the telephone line connection to establish the station field.

[Claim 22] The method of claim 17 further comprising the steps of generating a voice prompt to accept speech input on the telephone line connection to establish the requestor identity field.

[Claim 23] The method of claim 17 further comprising the steps of generating a voice prompt to accept speech input on the telephone line connection to establish the station field.

[Claim 24] The method of claim 19 further comprising the steps of establishing the requestor identity field by CID data, establishing the station field by DNIS data whereby a caller dials a predetermined number associated with a station broadcasting the music recording as it is played, CID data identifies and authenticates the caller and DNIS data determines which station the caller was listening to at the time of the call wherein no caller intervention is required to process the request other than dialing the predetermined number.

[Claim 25] The method of claim 18 further comprising the step of establishing an IVR system for establishing the station field.

[Claim 26] The method of claim 25 further comprising the steps of associating the CID data with a locale; establishing a metro station area array associated with the locale; and grouping a subset of the plurality of stations within the metro station area array whereby the IVR system automatically configures its activity in anticipation that the station field will be extracted from the subset of the plurality of stations within the metro station area.

[Claim 27] The method of claim 18 further comprising the steps of: obtaining demographic information on a requestor associated with the requestor identity field from the CID data; categorizing a plurality of advertising presentations according to demographic information; selecting an advertising presentation according to the demographic information of the requestor; and including the advertising presentation with the query results according to the requestor identity field associated with the requestor.

[Claim 28] A method of identifying a music recording substantially contemporaneously with the broadcast of the music recording comprising the steps of: establishing a music recording broadcast database whereby music recordings are identified by an automated software process as music recordings are broadcast from a plurality of different stations; receiving a request for the music recording substantially contemporaneous with its broadcast by a telephone call, the request comprising a station field established by DNIS and a requestor identity field established by CID; obtaining demographic information on a requestor associated with the requestor identity field from the CID data; categorizing a plurality of advertising presentations according to demographic information; selecting an advertising presentation according to the demographic information of the requestor; generating a timestamp value associated with the time the request was received; querying the music recording broadcast database using the station field and the timestamp value to identify the music recording; and returning the query results and the advertising presentation to a destination associated with the requestor identity field.